

FIVE CRITICAL ELEMENTS FOR PRESS RELEASE

For Immediate Release

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Retail Websites Receive 25 Percent Of Their Traffic From Search Engines

Comment [m1]: HOOK HEADLINES

Hitwise and Shopzilla to Present Retail Search Trends at 2007 Internet Retailer Conference

Comment [m2]: EVENT HEADLINE

NEW YORK, NY - June 5, 2007 - Hitwise, the leading online competitive intelligence service, announced today that Bill Tancer, General Manager of global research at Hitwise, will be presenting at the 2007 Internet Retailer conference on Wednesday, June 6, 2007 in San Jose, CA. The topic, "Getting Better Mileage from Search Engines", will be presented in conjunction with Gary Ervin, Shopzilla Vice President of customer acquisition. As search engines' influence on consumers continues to grow, e-retailers are finding they must increasingly integrate search marketing into their efforts.

Comment [m3]: SEMINAR TITLE

Over past two years, significant changes have occurred in the way U.S. Internet users search. The following are some key changes in how search has impacted traffic to Shopping and Classifieds websites.

- In May 2007, search engines were responsible for 25 percent of visits going to Shopping and Classifieds websites, an increase of 0.7 percent since May 2006.
- Google is the most prominent source of traffic for Shopping and Classifieds websites, and is growing more rapidly as a source of shopping traffic than the search engine category as a whole. In May 2007, Google accounted for 15.6 percent of Shopping and Classifieds upstream visits, an increase of 8.7 percent since May 2006.
- Single word search queries (including domain and URL searches) accounted for 23.7 percent of search terms sending traffic to Shopping and Classifieds websites in May 2007. This number increased by 20 percent since May 2005, indicating that search toolbars are being used more frequently as a primary means of navigation.
- The top 20 social networking websites also grew as a source of traffic for Shopping and Classifieds websites, accounting for 3.6 percent of upstream visits in May 2007, an increase of 86.7 percent since May 2006.
- MySpace, as the leading social network, accounted for 3.2 percent of upstream visits to Shopping & Classifieds websites in May 2007.

Comment [m4]: TALKING POINTS

"Search data provides a wealth of information about how consumers look for what they need and shop online," said Tancer. "Marketers can leverage search data to better understand their brand and that of your competitors' brands to make smarter business decisions moving the needle on their brand equity and associations."

Comment [m5]: MONEY QUOTE

About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,200 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise is a privately held company headquartered in New York City and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at www.hitwise.com.

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